Saskatchewan
Public
Participation

Annual Report 1987-88

Saskatchewan Public Participation

89-03940/

Annual Report 1987-88

Saskatchewan
Public
Participation

Letters of Transmittal

Regina, Saskatchewan
March 17, 1989

The Honourable Sylvia Fedoruk
Lieutenant Governor of Saskatchewan

Madam:

I have the honour to present herewith the Annual Report of Saskatchewan Public Participation for the fiscal year ending March 31, 1988.

Respectfully submitted,

Graham Taylor,
Minister
Saskatchewan
Public Participation

Regina, Saskatchewan
March 17, 1989

The Honourable Graham Taylor,
Minister of Public Participation

Sir:

I have the honour to present herewith the Annual Report of Saskatchewan Public Participation for the fiscal year ending March 31, 1988.

Respectfully submitted,

Graham Parsons,
Deputy Minister
Saskatchewan
Public Participation

Department Mission and Objectives

MISSION

To increase the participation and ownership of the people of Saskatchewan in the development and diversification of their economy and government.

OBJECTIVES

Building Our Province

To **build and diversify Saskatchewan's economy** from the strengths of the public sector by:

i) creating a capital base with widespread share ownership.

ii) creating new business, employment and investment opportunities for the people of Saskatchewan.

Protecting Our People

To **protect the public interest** by ensuring that standards, levels of service and accountability are maintained at good value to the public.

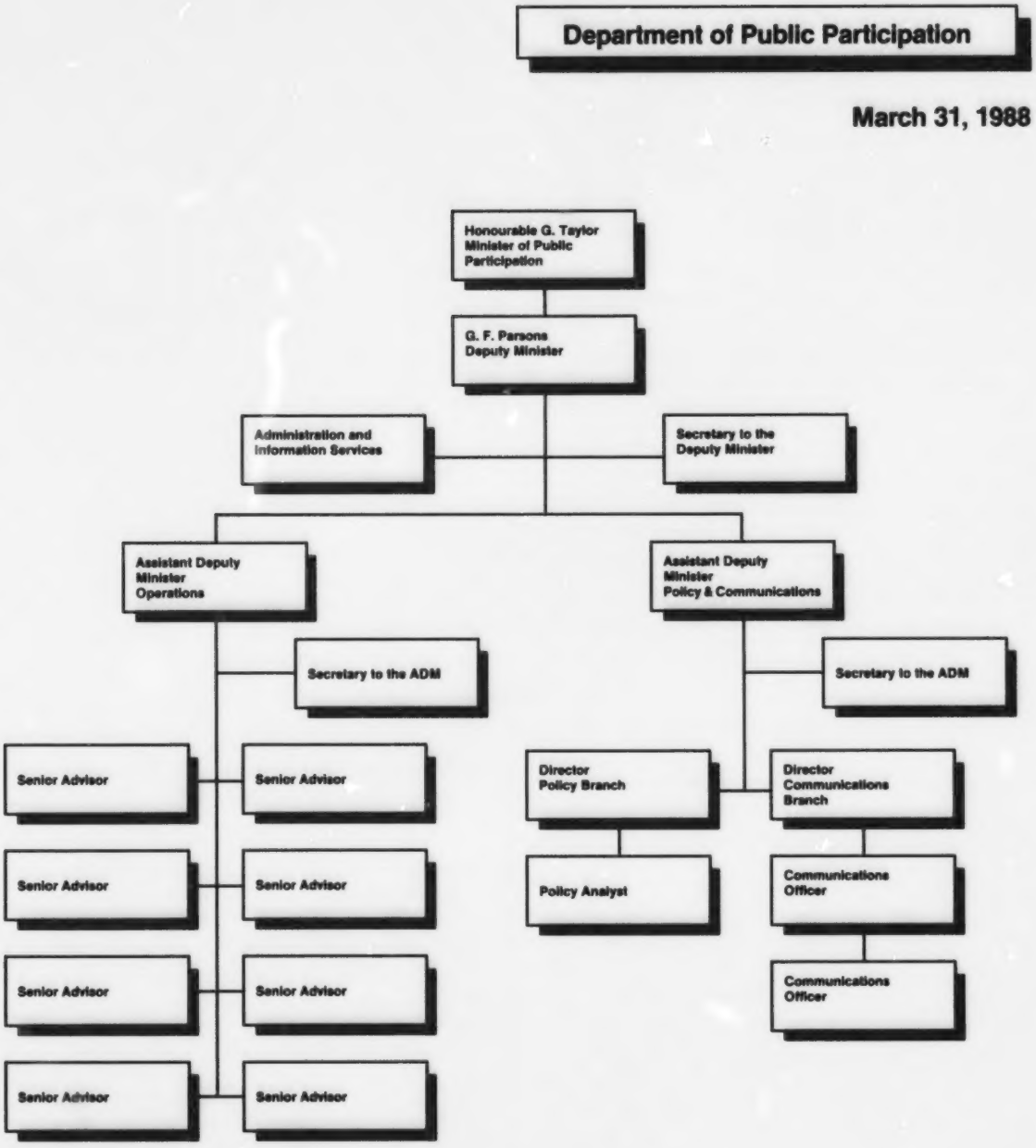
To **respect employee rights and protect public service interests** in any public participation initiative.

Co-ordinating the Government Program

To **provide the structure and framework** for the Minister to implement the program.

To **co-ordinate the public participation program and all related communications** within the government, between the public and private sectors, with employee groups and with the public at large.

Organization Reporting Structure



Policy and Communications Division Report

Mission

The mission of Policy and Communications Division is to identify, research, design, and communicate public policy which supports the mission of the Department of Public Participation.

Objectives established by the Division include:

- To establish and maintain a corporate communications profile for the Department.
- To communicate with public service employees.
- To identify and document the policy development process.
- To research public participation policy options.
- To monitor and communicate the progress and success of the Public Participation program.

Highlights

Policy and Communications was established and staffed during February and March of 1988. Foremost was the development of the Department's Mission and Objectives. An inter-departmental speaking tour was conducted by the Division's Assistant Deputy Minister. As a major public policy initiative, it was important for senior government managers to know the Mission, Objectives and organizational structure of the Department and the Public Participation program.

The Public Participation program is stimulating economic development and diversification in four distinct ways:

1

New investment and ownership opportunities are being presented to Saskatchewan men and women through the widespread sale of Government and Crown Corporation BONDS and SHARES.

- Saskatchewan has one of the highest personal savings rates in the country, with over $6 billion placed in savings accounts with the banks. The sale of Public Participation bonds and shares is activating this tremendous resource more effectively toward the growth and development of the province.

SaskPower

SaskPower Bonds provide Saskatchewan citizens with opportunities to invest directly in a provincial Crown Corporation. Series I-IV, were a resounding success, raising approximately $358 million in Saskatchewan.

saskoil

- **Saskoil** became a publicly owned company through share offerings in 1985 and 1987.

Policy Branch

Mission

To contribute to the successful achievement of the Government's Public Participation program through leadership and co-ordination of policy development and evaluation.

Objectives:

- To develop policies which support the achievement of the objectives of the Department of Public Participation.
- To research concepts of Public Participation applicable to Saskatchewan.
- To assist in monitoring and evaluating the success of Public Participation initiatives.
- To provide analytical and research support to the Deputy Minister and the department required to achieve departmental objectives.
- To develop and maintain a centre of resource material and a research capacity concerning public participation.
- To work in conjunction with the Communications Branch on an ongoing program of communication with respect to Public Participation policy and achievements.

In the period under review, major projects initiated included:

- Evaluation framework for Public Participation initiatives.
- Policies concerned with Employee Protection and Employee Participation.
- Strategies for employee communication.

2

New jobs, investment, plant modernization and expansion of existing facilities are continuing to be promoted through the development of some government assets.

KAM-KOTIA MINES LIMITED

PREMIER®

- The two divisions of the Saskatchewan Minerals Corporation were sold to two well established private companies.

  Kam Kotia Mines Ltd. purchased the sodium sulphate operations for $12.5 million, and **Premier Sask Inc. Ltd.**, acquired the peat moss division of $3.4 million.

  With excellent track records in their fields, each company has brought new investment, state of the art technology, and innovative marketing expertise into Saskatchewan.

  Kam Kotia plans to implement a profit sharing plan for its employees, allowing them to participate directly in the growth of the company and the minerals industry.

  Premier Sask Inc. intends to expand and modernize their peat moss facility, through a $2.5 million upgrading project. In addition, the company announced plans to fund a $500,000 product research project over the next three years.

Communications Branch

Mission

The mission of Communications Branch is to communicate information, policy, programs and opportunities which will inform and motivate the public and employees to increase their participation and ownership in the development and diversification of the economy and government.

Objectives:

- Establish and maintain a corporate communications profile for the Department.
- Provide for widespread consultation meetings.
- Prepare and distribute information that will assist answering questions from the public.
- Communicate public policy information to public service employees.
- Prepare and distribute information that will assist the public in identifying opportunities.

Much of the first two months of Communications Branch were spent developing and planning the Department's communication program, including publications, advertising and consultation meetings to be held throughout the province.

Highlights

There was a great deal of media attention given to the creation of the Department. One of the first duties of the Branch was to arrange for a Ministerial media tour. News conferences were held over a two day period and included the media centres of Swift Current, Rosetown, North Battleford, Prince Albert, Saskatoon, Yorkton and Weyburn.

The Branch provided communications guidance and support for the announcement of Westbridge Computer Corporation by the Hon. Graham Taylor on March 8, 1988. A similar role was performed for the announced sale of Saskatchewan Minerals to Kam Kotia Ltd and Premier Peat Inc. by Mr. Taylor on March 28, 1988.

On March 18, 1988, the Branch co-ordinated support for the Minister's first major news conference related to the Public Participation program.

WESTBRIDGE COMPUTER CORPORATION

- Western Canada's largest computer company — the **Westbridge Computer Corporation** — was formed in March from the merger of two public and private sector companies.
- SaskComp, Saskatchewan's computer services Crown Corporation.
- SaskTel's computer services division.
- The Mercury Group, a conglomerate with a wide market base comprising 3 companies producing computer related products.
- Leascorp Western Ltd., a subsidiary of Lease Corporation Ltd. of Mississauga, Ontario.

Weyerhaeuser Canada Ltd.

- The sale of the Prince Albert Pulp Company (PAPCO) to the **Saskatchewan Division of Weyerhaeuser Canada Ltd.**, in 1986, transformed an ailing government business losing $91,000 a day into a thriving, profitable operation.

Operations Division Report

Mission and Objectives

The Operations Division mission is to evaluate, co-ordinate and develop successful Public Participation initiatives. The division undertakes the following activities:

Project Evaluation

To achieve public policy objectives by conducting an ongoing review of the basic elements of each project by ensuring public participation objectives are consistently met, evaluating the business plan and other related matters and determining the compatability of each initiative with the overall government program.

Stakeholder Analysis

To identify and assess the effect of projects on stakeholders by facilitating and coordinating an ongoing communications process with elected members, community leaders and project participants, including employees.

Project Management

To develop and maintain a sound method of managing all initiatives by developing appropriate implementation strategies, planning and scheduling project activities, providing advice and guidelines on public participation criteria, establishing and maintaining critical project deadlines, and providing timely advice and recommendations as appropriate.

Highlights

Officers of the Division carried out extensive consultations with client departments and agencies to set in motion the very critical relationships that are required for the department to work across government and the private sector.

Stakeholders and potential projects were identified and investigated. The criteria that determines the viability of Public Participation projects was established.

A number of major projects were undertaken and Operations advisors evaluated them against the Public Participation criteria and procedures. These included:

- Kam Kotia;
- Premier Sask. inc. Ltd.;
- Meadow Lake Sawmill; and
- Westbridge Computer Corporation.

3

Increased participation in the delivery of public services is being achieved through new forms of delivery, involving contracting services from the private sector, community groups and third parties.

- During the summer of 1987, Saskatchewan Highways and Transportation conducted a pilot project using the private sector to mow ditches. The results were a 55 percent saving to the taxpayer. For fiscal year 1988-1989, the Department will implement a full program. There will be no job loss for public servants. Farmers, department employees and communities will be invited to bid on these tenders. In effect, a new service industry is being established in rural Saskatchewan

4

New ownership and career opportunities are being presented to employees within the Government of Saskatchewan through employee buy-ins and delivery of existing government services and programs.

The Public Participation program is working to build and diversify Saskatchewan for Saskatchewan people from the substantial resources of the government sector.

The program will create:

- Opportunities to participate and invest in the financing, development and diversification of Saskatchewan's Crown sector;
- Opportunities to benefit from the use of public assets to increase employment and create new economic activities;
- Opportunities for increased personal and employee ownership; and
- Opportunities for responsible management and development of public services.

The total Public Participation initiative will include a balanced implementation of each of these four dimensions over the short and long terms to ensure the success of Public Participation policy.

For more information on Saskatchewan's Public Participation initiative, contact:

The Department of Public Participation
Policy & Communications
Room 331, Walter Scott Building
3085 Albert Street
Regina, Sask.
S4S 0B1

or phone: (306) 787-1691